

comTM
sur

the missing piece of CCTV

THE FOOTAGE WHISPERER

"SEE WHAT THE CAMERA SAW"

GET THE BOOK



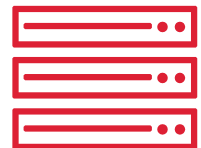
100+ TOPICS - AIRPORTS TO ZOOS

GAUTAM D. GORADIA

OVERVIEW

CCTV surveillance is now an integral part of the overall security apparatus across the world.

However, despite the increase in the number of cameras; crime, fraud, losses, process violations, health and safety issues, poor efficiency, wastage, traffic violations, etc., continue to occur; clearly indicating that CCTV by itself is not enough.



CCTV – LET’S TURN GARBAGE INTO GOLD

CCTV is not enough. It must not be allowed to remain as 'fit and forget'.

That is why we built COM-SUR, the world’s only CCTV video footage auditing, smart backup, and standardized intelligent incident reporting software; the three 'MISSING' pieces of the CCTV puzzle.

Just like Google was the missing piece of the internet, COM-SUR is the missing piece of CCTV. While COM-SUR helps every user of CCTV to achieve actionable intelligence; for the police, law enforcement agencies, and defense forces, it is an exceptional tool to efficiently work with videos, photos, and images.

Like MS Office, COM-SUR is a force multiplier that allows users to carry out several activities related to CCTV with ease, efficiency, and standardization.

COM-SUR works with existing cameras and VMS (agnostic of type/brand).

Google

Office

TOP BENEFITS



improve homeland security. prevent crime, losses, fraud. solve crime faster.



mitigate risks. improve ops. efficiency, processes and business continuity efforts.



improve employee performance, project management, customer satisfaction and sales.



reduce data size, store remotely, create disaster recovery inexpensively.



enhance compliance, discover health & safety issues. identify threats and hazards.



investigate (forensics), debrief. standardize reporting. gain business intelligence.

ELEGANCE, EASE OF USE, & MULTIPLE USE CASES

COM-SUR is elegant, completely menu driven, non-complex, easy to use, and can be mastered very quickly. COM-SUR standardizes many activities and outputs. Since COM-SUR delivers outputs in popular formats like PowerPoint, Word, and PDF, there is no additional learning curve.

COM-SUR can also be used to create training material on various topics. The ease with which it creates outputs like PowerPoint, Word, Excel, and PDF makes it easy for even non-skilled staff to work with it.



CCTV- IT'S NOT JUST ABOUT CRIME

CCTV is not just about crime. Irrespective of the function, this source of rich visual information will deliver a related benefit.



Always remain better aware of your business and brand.



Reduce shrinkage and insurance costs, improve bottom line.



Improve employee performance; offer rewards.



Improve customer satisfaction, loyalty and sales.



Enhance quality through visual control and operational efficiency.



Get better ROI; reduce storage and bandwidth costs.



Use data for AI and Machine Learning



Mitigate risks, and Ensure business continuity.



Ensure that compliance issues are in order.



Enhance vigilance to prevent fraud and corruption.



Ensure health and safety of man and machine.



Irrespective of your role, just use your imagination and the video!

JOB CREATION – ‘CCTV VIDEO FOOTAGE AUDITOR’



"Cameras never lie". But how will one know, unless one 'sees' what the camera 'saw'?

COM-SUR encourages all users of CCTV to audit their own CCTV video footage as a standard operating procedure. Regular auditing of CCTV footage by the public means that the Police/LEA have more 'eyes' working for them through crowd-sourced surveillance. This enables the Police/LEA in identifying potential threats and dangerous situations before they occur.

Also, in the case of a crime, if a standardized incident report is delivered to the Police/LEA by the affected party in PowerPoint describing the entire story (what, where, when, why, who, how, and the video clip), crime will get solved faster.

NATIONAL OCCUPATIONAL STANDARDS

The Ministry of Skill Development of India has set National Occupational Standards (NOS) for the skill of 'CCTV Video Footage Auditor'. This is a world-first.

The Ministry of Education, India will be offering a course 'CCTV Video Footage Auditor' in grades 11 and 12 at Schools.

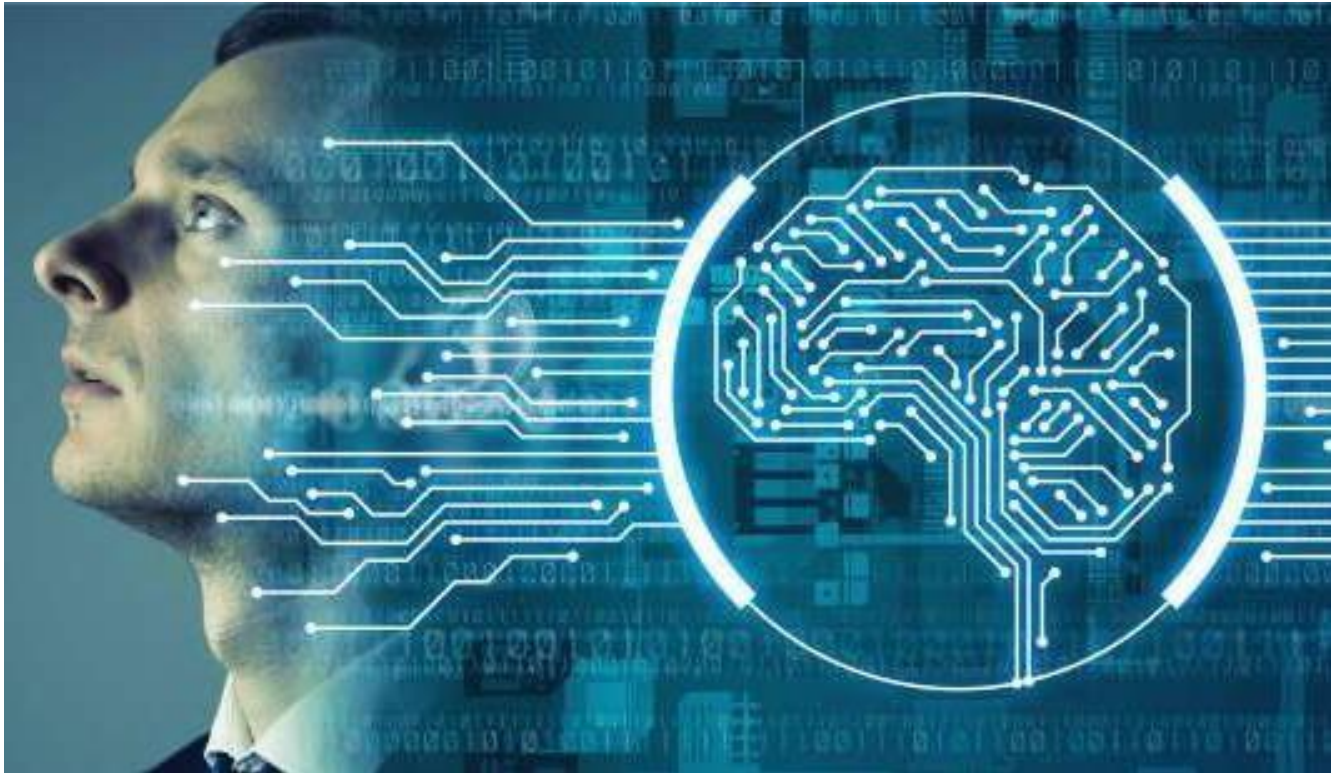
SUPER RECOGNIZERS - SCOTLAND YARD

It may not be out of place to mention that the London Metropolitan Police formed a team of 'Super Recognizers' and put them to work to identify individuals whose faces are captured on CCTV.

COM-SUR makes this activity very easy and efficient, including the analysis of micro-expressions and body language.

AUGMENTED INTELLIGENCE

When artificial intelligence and human intelligence work together, it leads to AUGMENTED INTELLIGENCE.

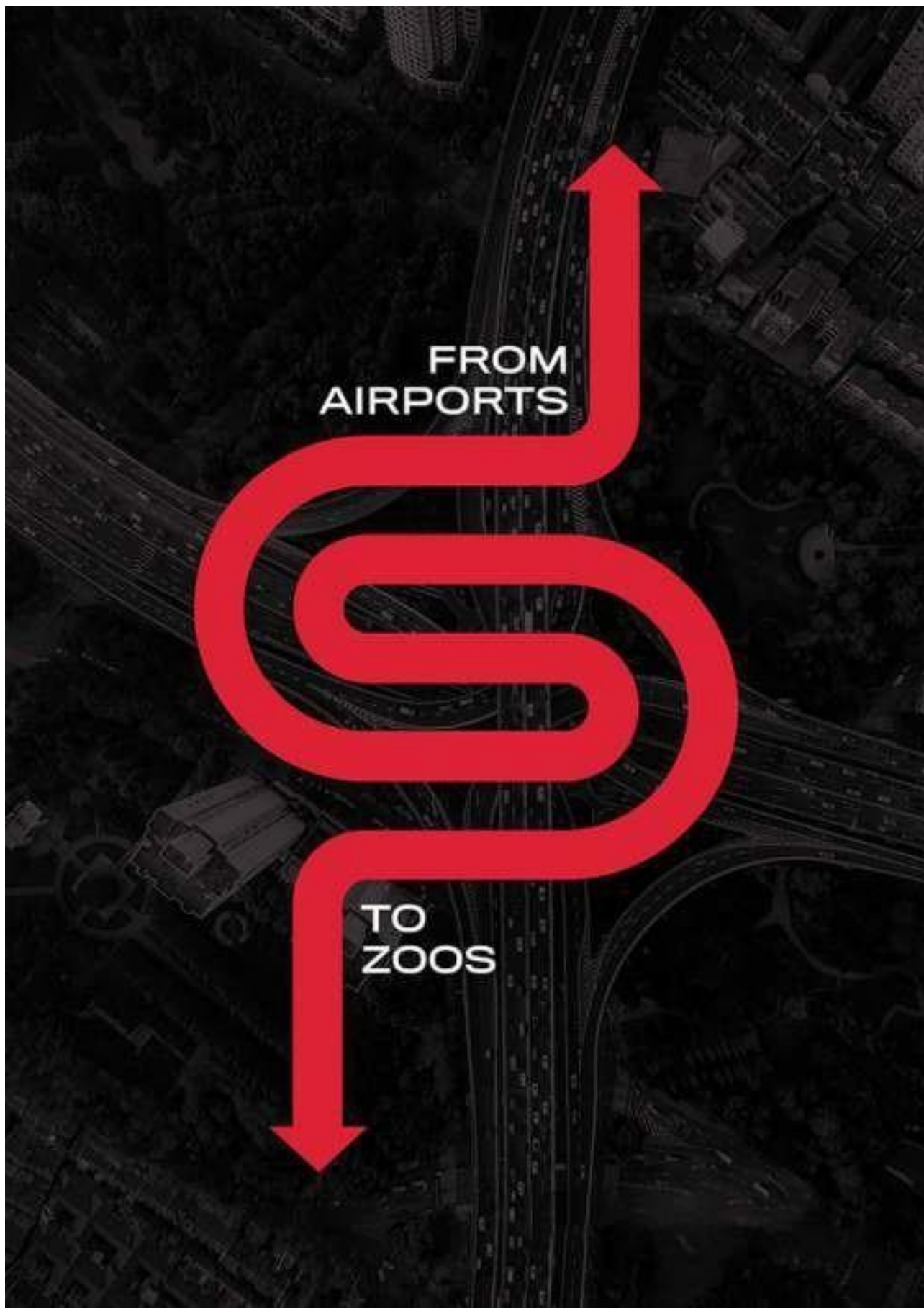


With suitable modifications, where possible, COM-SUR can be integrated with artificial intelligence, machine learning, and deep learning technologies for purposes such as:

- Training data
- Image recognition
- Face recognition
- Pattern recognition
- Predictive analytics

Moreover, images created by COM-SUR become 'relevant' training data for AI/ML/DL models, allowing for better solutions. This will help address the issue of 'hidden bias' often observed in AI/ML/DL systems, which lead to false alerts.

THE MARKET



FROM
AIRPORTS

TO
ZOOS



Gautam D. Goradia
CEO & M.D.

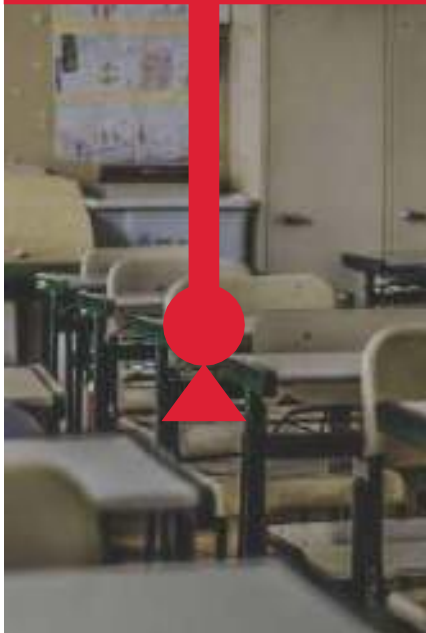
CSR ACTIVITIES

Because we are so convinced that 'COM-SUR' brings exceptional value to all users of CCTV world-over, we have decided to offer COM-SUR (Business version) for free* to:

All places of Worship world-over (think of the multiple terror attacks at places of Worship across the world)



All low-budget government Schools world-over (think of the School shoot-outs, to abuse of various kinds across the world)



All Zoos world-over (think about Animal cruelty, theft, and so on across the world)



*Software comes for free. Integration etc. is to be carried out by relevant COM-SUR certified system integrators, which would be a chargeable activity by them. An administration fee and other terms apply.

THE VALIDATION

North India (Gurugram) School incident 2017:

Post the above sad incident, seemingly based on our suggestions, the then collector of Raipur passed an order; highlights of which are:

- 1 School principals and headmasters should audit CCTV footage on a daily basis, and monitor the movements of children, school staff, and peons.
- 2 Schools should audit CCTV video multiple times a day, to ensure that there is no violation of rules or wastage of resources.
- 3 Schools should document the details of monitoring the footage.
- 4 Schools must ensure that CCTV footage is stored well as part of disaster recovery, so that the school has a record in case of theft or damage to cameras.



<https://timesofindia.indiatimes.com/city/raipur/cctv-cameras-monitoring-at-schools-must-collector/articleshow/62293213.cms>

THE SIGNAGE- TIME TO SEND OUT A POWERFUL NEW MESSAGE

We believe that it is time to standardize the CCTV signage across the world. It should have one color, one size, and a powerful message in English along with the regional language that reads:

"FOR EVERYONE'S SAFETY, WE AUDIT CCTV VIDEO FOOTAGE EVERYDAY!"



IN CONCLUSION - THE EXPECTATIONS

In order to achieve optimal results from any technology, user 'expectations' must be in order. Technology has to assist users in performing tasks in an easier and standardized manner, leading to better decision making. Award-winning COM-SUR does this unparallelly.

COM-SUR has solved several complex problems without complex solutions.

Note: For COM-SUR to perform optimally, certain system requirements (both hardware and software) have to be met. Several capabilities mentioned above will need customization.

**CCTV FOOTAGE
LET'S TURN GARBAGE INTO GOLD!**

**CAMERAS HAVE LENSES.
HUMANS HAVE EYES!**

**TRUST NOTHING
VERIFY EVERYTHING**

**LET'S MAKE CAMERAS
'ACCOUNTABLE'.**

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